



KGW
1501 SW Jefferson
Portland, OR 97201

Strategic Media Services - DC
3299 K Street, NW
Suite 200
Washington, DC 20007-4413

Contract # 855458

Schedule Dates 10/31/12-11/06/12
Advertiser Jaime Herrera for Congress (33945)
Agency/T-Code Strategic Media Services - DC (2761)/958114894
Product Political - US House (1175)
Brand J HERRERA FOR CONGRESS (177905)
Salesperson Norten, Matthew (3149)
Sales Office HRP - Washington DC
Buyer Name MURRAY,JESSICA
Phone/Fax (360) 887-3546 /
CPE N/A
Account Types National/Political Candidate - Agency
Billing Type Weekly/Irregular

Comments
J HERRERA FOR CONGRE
***** THIS IS A CASH IN ADVANCE SCHEDULE *****, JAIME HERRERA FOR CONGRESS

Date Entered 09/19/12
Last Modified 11/06/12
Entered By Jacob Thom
CO-OP No
Headline # 06321257
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,400.10
Net Total \$41,933.90
Sales Tax

Portland (KGW) (KGW)

By Broadcast Month	Spots	Rate
Nov. 2012	83	\$49,334.00
Grand Total:	83	\$49,334.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	4:58A- 5:57A (PT)	3			X	X	X			3	\$175.00	\$525.00	Portland (KGW) (KGW)	SUNRISE	9/19/12
2.0	Normal Line / SPOT	11/05/12-11/06/12	3	:30	4:58A- 5:57A (PT)	2	X	X						2	\$175.00	\$350.00	Portland (KGW) (KGW)	SUNRISE	9/19/12
3.0	Normal Line / SPOT	11/01/12-11/02/12	3	:30	5:57A- 6:58A (PT)	2				X	X			2	\$600.00	\$1,200.00	Portland (KGW) (KGW)	SUNRISE	9/19/12
4.0	Normal Line / SPOT	11/05/12-11/06/12	3	:30	5:57A- 6:58A (PT)	2	X	X						2	\$600.00	\$1,200.00	Portland (KGW) (KGW)	SUNRISE	9/19/12
5.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	6:58A- 9A (PT)	3			X	X	X			3	\$625.00	\$1,875.00	Portland (KGW) (KGW)	TODAY SHOW	9/19/12
6.1	Normal Line / SPOT	11/05/12-11/06/12	3	:30	6:58A- 9A (PT)	3	X	X						3	\$625.00	\$1,875.00	Portland (KGW) (KGW)	TODAY SHOW	10/12/12
7.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	9A- 10A (PT)	3			X	X	X			1	\$275.00	\$275.00	Portland (KGW) (KGW)	TODAY SHOW2	9/19/12
8.1	Normal Line / SPOT	11/05/12-11/06/12	3	:30	9A- 10A (PT)	3	X	X						3	\$275.00	\$825.00	Portland (KGW) (KGW)	TODAY SHOW2	10/12/12
9.0	Normal Line / SPOT	10/31/12-11/02/12	2	:30	10A- 11A (PT)	4			X	X	X			4	\$275.00	\$1,100.00	Portland (KGW) (KGW)	TODAY SHOW3	9/19/12
10.0	Normal Line / SPOT	11/05/12-11/06/12	2	:30	10A- 11A (PT)	4	X	X						4	\$275.00	\$1,100.00	Portland (KGW) (KGW)	TODAY SHOW3	9/19/12
11.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	11A- 11:59A (PT)	3			X	X	X			3	\$150.00	\$450.00	Portland (KGW) (KGW)	JEFF PROBST	9/19/12
12.0	Normal Line / SPOT	11/05/12-11/06/12	3	:30	11A- 11:59A (PT)	2	X	X						2	\$150.00	\$300.00	Portland (KGW) (KGW)	JEFF PROBST	9/19/12
13.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	11:59A- 12:31P (PT)	3			X	X	X			3	\$350.00	\$1,050.00	Portland (KGW) (KGW)	NEWS NOON	9/19/12
14.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	11:59A- 12:31P (PT)		1							1	\$350.00	\$350.00	Portland (KGW) (KGW)	NEWS NOON	9/19/12

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15.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	12:31P- 1P (PT)	3			X	X	X				\$125.00		Portland (KGW) (KGW)	MILLIONAIRE	9/19/12
16.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	12:31P- 1P (PT)	1	1							1	\$125.00	\$125.00	Portland (KGW) (KGW)	MILLIONAIRE	9/19/12
17.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	1P- 1:58P (PT)	4			X	X	X				\$150.00		Portland (KGW) (KGW)	DAYS	9/19/12
18.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	1P- 1:58P (PT)	2	2								\$150.00		Portland (KGW) (KGW)	DAYS	9/19/12
19.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	1:58P- 2:58P (PT)	4			X	X	X			4	\$250.00	\$1,000.00	Portland (KGW) (KGW)	KATIE	9/19/12
20.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	1:58P- 2:58P (PT)	1	1							1	\$250.00	\$250.00	Portland (KGW) (KGW)	KATIE	9/19/12
21.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	2:58P- 4P (PT)	4			X	X	X			4	\$250.00	\$1,000.00	Portland (KGW) (KGW)	ELLEN	9/19/12
22.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	2:58P- 4P (PT)	1	1							1	\$250.00	\$250.00	Portland (KGW) (KGW)	ELLEN	9/19/12
23.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	4P- 4:57P (PT)	3			X	X	X			3	\$500.00	\$1,500.00	Portland (KGW) (KGW)	NEWS 4P	9/19/12
24.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	4P- 4:57P (PT)	1	1							1	\$500.00	\$500.00	Portland (KGW) (KGW)	NEWS 4P	9/19/12
25.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	4:57P- 5:30P (PT)	3			X	X	X			2	\$775.00	\$1,550.00	Portland (KGW) (KGW)	NEWS 5P	9/19/12
26.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	4:57P- 5:30P (PT)	1	1							1	\$775.00	\$775.00	Portland (KGW) (KGW)	NEWS 5P	9/19/12
27.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	5:30P- 5:59P (PT)	1	1								\$1,800.00		Portland (KGW) (KGW)	NIGHTLY NEWS	9/19/12
28.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	5:59P- 7P (PT)	3			X	X	X			3	\$775.00	\$2,325.00	Portland (KGW) (KGW)	NEWS 6P	9/19/12

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29.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	5:59P- 7P (PT)		1								\$775.00		Portland (KGW) (KGW)	NEWS 6P	9/19/12
30.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	7P- 7:29P (PT)	3			X	X	X			3	\$450.00	\$1,350.00	Portland (KGW) (KGW)	LIVE AT 7	9/19/12
31.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	7P- 7:29P (PT)		1							1	\$450.00	\$450.00	Portland (KGW) (KGW)	LIVE AT 7	9/19/12
32.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	10:59P- 11:34P (PT)	3			X	X	X			3	\$775.00	\$2,325.00	Portland (KGW) (KGW)	NEWS 11P	9/19/12
33.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	10:59P- 11:34P (PT)		1							1	\$775.00	\$775.00	Portland (KGW) (KGW)	NEWS 11P	9/19/12
34.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	11:34P- 12:37A (PT)	3			X	X	X			2	\$300.00	\$600.00	Portland (KGW) (KGW)	TONIGHT SHOW	9/19/12
35.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	11:34P- 12:37A (PT)		1							1	\$300.00	\$300.00	Portland (KGW) (KGW)	TONIGHT SHOW	9/19/12
36.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	7:58P- The Voice		1							1	\$4,500.00	\$4,500.00	Portland (KGW) (KGW)	VOICE	9/19/12
37.0	Normal Line / SPOT	11/02/12-11/02/12	3	:30	10P- Dateline NBC						1				\$2,200.00		Portland (KGW) (KGW)	DATeline	9/19/12
38.0	Normal Line / SPOT	11/03/12-11/03/12	3	:30	5:58A- 9A (PT)							1		1	\$275.00	\$275.00	Portland (KGW) (KGW)	SUNRISE SAT	9/19/12
39.0	Normal Line / SPOT	11/03/12-11/03/12	3	:30	5P- 6P (PT)							1			\$400.00		Portland (KGW) (KGW)	NIGHTLY NEWS	9/19/12
40.0	Normal Line / SPOT	11/03/12-11/03/12	3	:30	10:59P- 11:29P (PT)							1			\$550.00		Portland (KGW) (KGW)	NEWS 11P SAT	9/19/12
41.0	Normal Line / SPOT	11/03/12-11/03/12	3	:30	11:29P- Saturday Night Live							1		1	\$850.00	\$850.00	Portland (KGW) (KGW)	SNL	9/19/12
42.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	5:58A- 8:58A (PT)								1	1	\$275.00	\$275.00	Portland (KGW) (KGW)	NEWS 6A SUN	9/19/12

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43.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	8:58A- Meet The Press								1		\$600.00		Portland (KGW) (KGW)	MEET PRESS	9/19/12
45.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	11P- 11:35P (PT)								1	1	\$550.00	\$550.00	Portland (KGW) (KGW)	NEWS 11P SUN	9/19/12
47.0	M/G For 15.0.1,15.0.2,17.0.1,25.0.1,34.0.1,39.0.1 / NFL	11/04/12-11/04/12	2	:30	5:17P- NBC Sunday Night Football								1	1	\$7,000.00	\$7,000.00	Portland (KGW) (KGW)		10/30/12
48.0	Normal Line / SPOT	11/01/12-11/02/12	4	:30	11A- 11:59A (PT)	1				X	X			1	\$100.00	\$100.00	Portland (KGW) (KGW)		10/30/12
49.0	Normal Line / SPOT	11/01/12-11/01/12	3	:30	1P- 1:58P (PT)					1					\$150.00		Portland (KGW) (KGW)		10/31/12
50.0	M/G For 37.0.1 / SPOT	11/02/12-11/02/12	3	:30	10P- Revolution						1				\$2,200.00		Portland (KGW) (KGW)		11/1/12
51.0	M/G For 7.0.1,7.0.2,15.0.3,17.0.3,17.0.4,18.0.1,43.0.1,49.0.1 / NFL - Pre Game Show	11/04/12-11/04/12	3	:30	3:57P- Football Night in America								1	1	\$1,600.00	\$1,600.00	Portland (KGW) (KGW)		11/2/12
52.0	Normal Line / SPOT	11/03/12-11/04/12	3	:30	5:58A- 8:58A (PT)	1						X	X	1	\$275.00	\$275.00	Portland (KGW) (KGW)		11/2/12
53.0	Normal Line / SPOT	11/02/12-11/02/12	3	:30	10P- 11P (PT)						1			1	\$2,200.00	\$2,200.00	Portland (KGW) (KGW)		11/2/12
54.0	Normal Line / SPOT	11/04/12-11/04/12	5	:30	9:58P- Private Practice								1	1	\$609.00	\$609.00	Portland (KGW) (KGW)		11/2/12
55.0	M/G For 18.0.2,29.0.1,40.0.1 / SPOT	11/03/12-11/03/12	4	:30	9P- 10P (PT)							1		1	\$1,000.00	\$1,000.00	Portland (KGW) (KGW)	DAYS	11/2/12
56.0	Normal Line / SPOT	11/03/12-11/03/12	5	:30	10P- 10:59P (PT)							1		1	\$425.00	\$425.00	Portland (KGW) (KGW)		11/2/12

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57.0	M/G For 50.0.1 / SPOT	11/05/12-11/05/12	5	:30	7:58P- The Voice		1							1	\$1,800.00	\$1,800.00	Portland (KGW) (KGW)		11/5/12
58.0	Normal Line / SPOT	11/06/12-11/06/12	5	:30	6:58A- The Today Show			1						1	\$325.00	\$325.00	Portland (KGW) (KGW)		11/5/12

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